

## Traits of a Good Salesperson:

- Likable/Personable
- Passionate about the product
- Determined and persistent, but not pushy

## Know Your Business!

- Understand price, margin, category Info
- Paint a story for the buyer – find successes and build on them.
- Share your company story



## Making Your Pitch:

### Know Your Audience!

- What does your product offer them?
- What motivates them?
- Tailor your pitch to your audience.
- Ask questions and listen!

### Be Prepared

- Know what you can offer in advance
- Bring samples, a presentation, etc.
- Keep it simple!

### Close

- Ask for what you want!



# Congrats! You're on the Shelf! What's Next?

## Support your products

- Demos:
  - Build consumer awareness of your product and brand, allows for trial, lets you communicate with consumers on a deeper level
- Promotions:
  - Typically 4x per year at a minimum of 15%. Use discounts to hit specific price points
  - Get displays!
- Marketing:
  - Drive awareness, build your brand



## So How Much is this Going to Cost!?!?

### Placement/Slotting

- Usually one free case per SKU. Sometimes 50%

### Promotions:

- Typical discount is 15%-20%, offered 4x per year (1 month promos). Combine with retail ad fees

### Distributor Costs

- Required Ads & Slotting
- Shipping Costs
- Reclamation/Spoils

### Basic Margin and Price Calculation

- $\text{Cost} + \text{Distributor Margin} + \text{Retailer Margin} = \text{Retail Price}$
- Ex: \$10 case/6 units per case (\$1.67/unit) \* 25% Distributor margin = \$2.23/unit \* 40% Retailer margin = \$3.69 SRP



## Next Steps: Growing your Business

### Determine your growth strategy

- New stores
- New channels (i.e. foodservice)
- New distribution

### Hiring and managing a broker

- What can they offer? How much do they cost?
- How do you get the most from them?

### Managing Trade Spend

- Profit vs Growth

